



Dance

Demo Reels & Social Media

Presented by SMC Career Services

**SANTA
MONICA
COLLEGE**

What is a Demo Reel?

Dance

A Demo Reel, also known as a Show Reel, is a short video of your most impressive body of work, ideally displaying your versatility in a wide range of roles. Keep it short and to the point; most agents won't spend more than a few minutes reviewing your submission, so keeping your reel concise will help ensure that agents actually watch it to the end.

**Why do I need
a Demo Reel?**

Dance

- Demo Reels help you with networking, visibility and business building.
- It is important to think about your Demo Reels from the very beginning of your educational experience, so you are not scrambling for content at the last minute. It is a great way to catalog your work.
- Demo Reels demand a great deal of time and energy to create. Knowing that potential employers will see your work may help you think about your performances differently.
- New dancers with little to no experience and limited footage of themselves should try to dance in student productions, or local community dance productions to get material for their reels.

Demo Reel

Host Sites

Dance

Demo Reel Host Sites

- Vimeo: <https://vimeo.com/>
- YouTube: <https://www.youtube.com/>

Demo Reel Content

Dance

Length: Keep it 1-2 minutes long

Select your pieces:

- Find all your best work from the past (choreography, performances, concept videos)
- Trim down each clip to only its most eye-catching moments. Choose solos or clips where you are featured.
- Pick high quality video clips where you can easily be identified.
- Each clip should be under 10 seconds.
- Plan out how you want this footage to be organized in your dance reel.
- Start out with your strongest clips; it's easy to lose people's attention within seconds.
- If you are making a dance reel for a specific audition, include the things that they are looking for (i.e. technical skills, tricks, etc.)
- Research what the director's/choreographer's preferences are and appeal to them.
- For example, a casting director for a commercial might look for quicker clips to upbeat music, but someone hiring a choreographer for a 2-hour musical might prefer to see longer clips with more cinematic qualities.

Dance

- Showcase your versatility, personality, and uniqueness in your dance reel
- Choreographers like working with dancers who demonstrate confidence, energy, versatility, and professionalism.
- If you don't know how to edit video or sound, work with an editor. Perhaps you can reach out to a student in a video editing class for help. Or take the class while you are at SMC. The skill will serve you well as you update your reel.

Captions: Be sure to include captions on each clip in your reel, highlighting the places/contexts in which you've danced and the artists you've worked with.

Music: Don't use copyrighted music. Instead, use royalty free music. You only need one good song for your entire dance reel. Choose something versatile that will mesh well with all of your dance clips and without offensive or distracting lyrics.

Contact information: At the end of your reel, add your (or your agent's) contact info so people know how to contact you: name, email, social media handles, and website.

Demo Reel

Examples

Dance

It is always good to look at other dancer/choreographer reels as a benchmark when creating yours.

- **Dassy Lee Dance Reel:** <https://www.youtube.com/watch?v=IVtwDu13YyY>
- **Dana Wilson Dance/Performance Reel 2020:** <https://youtu.be/4-C2p4kCPcU>
- **Megan Lawson Choreography Reel 2020:** https://www.youtube.com/watch?v=JTJK_AbXuGw
- **Tony Testa Choreography Reel 2021:** <https://youtu.be/3RTWLPGApkA>
- **Dana Wilson Choreography Reel 2020:** <https://youtu.be/qHyCZKHmxF4>

**Why do I need
Social Media?**

Dance

You must be able to promote your business. Have a professional presence on Instagram, Facebook, Twitter and YouTube. A successful social media page is a money generating business within itself. Not sure what to post? Start by checking out the competition, and then carve your own path. Here are other reasons social media is important:

- Social media is becoming part of your job.
- Your next contract could require you to post or live tweet about the project.
- Social media is a great way to collect and connect with fans.
- Producers and networks want you to share their project with your fans.
- Social media helps you network.
- This can help when seeking referrals for agent, manager, writers, directors, producers, or casting director submissions. Having a referral (in any business) is way more effective than a cold submission.
- You can build a supportive group of like-minded artists.
- You can create your own content.
- Your content can give you control over how you want to be seen and cast.
- Social media is an amazing (completely free) PR tool. It helps you build your brand.
- Social media can help you get cast.
- In casting, having a large (real) following on social can be a factor in tipping the scales in your favor.
- It's not going away anytime soon.

Social Media Examples

Dance

Start by checking out other successful artists in the industry, and then carve your own path.

Instagram: <https://www.instagram.com/karenschuang/?hl=en>

Youtube: <https://www.youtube.com/watch?v=IVtwDu13YyY>

TikTok: <https://www.tiktok.com/@allisonholkerboss?lang=en>

Facebook: <https://www.facebook.com/DerekHough/>

Twitter: https://twitter.com/mistyonpointe?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

Support @ SMC

Dance

Classroom Support

DANCE 70, DANCE STAGING TECHNIQUE

This course is designed to develop stage production skills for dance performances. Students will learn how to transfer a dance work from the rehearsal studios to a professional stage, using the elements of staging, lighting, scenery/props, and make-up for various styles of dance productions. Students will also learn about the process of touring with a production, site selection and fundamentals of arts management.

Career Services

Phone: 310.434.4337

Email: careerservices@smc.edu

Webpage: <http://smc.edu/careercenter>

Instagram: <https://www.instagram.com/smccareercenter/>

YouTube channel: https://www.youtube.com/channel/UChad0JT9Mzqip03jTmL8_zg/playlists?view_as=subscriber

Academic Counseling

For information on the program, assistance creating your educational plan, or exploring transfer preparation visit the SMC Counseling Center:

<http://smc.edu/student-support/academic-support/counseling/contact.php>

There are different counselors and programs available to serve all needs. Once on the web page, you can make an appointment or see a counselor on a drop-in basis by clicking on:

- The General Counseling & Transfer Services link or
- The link to any special programs that you are a member of.

Thank you.